

**REMARKS**

Claims 1, 2, 4, 6-9, 11, 13, 14, 15, 17, 19-23, and 25 are pending in this application. Claims 5, 12, 18, and 24 are canceled without prejudice or disclaimer. Claims 1, 4, 6, 8, 9, 11, 13, 15, 17, 19, 20, 21, 22, and 23 are amended herein. Claim 25 has been added herein. Support for the amendments to the claims, as well as for new claim 25, may be found in the claims as filed originally, and in the specification at page 8, lines 8 to 11, page 11, lines 26 to 30, continuing at page 12, lines 1 to 6, page 13, lines 9 to 17, and page 19, lines 1 to 16. Further reconsideration is requested based on the foregoing amendment and the following remarks.

**Response to Arguments:**

The Applicants acknowledge with appreciation the consideration of their arguments. Further consideration is requested respectfully.

**Claim Rejections - 35 U.S.C. § 112:**

Claims 1, 2, 4-9, 11-15, and 17-24 were rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. The rejection is traversed to the extent it might apply to the claims as amended.

The final Office Action asserts at page 2 that:

Based on the interpretation stated below, the specification does not teach the providing target (recipient) is preliminarily determined by the advertisement provider.

To the contrary, as described in the specification at page 11, lines 29 and 30, continuing at page 12, lines 1, 2, and 3:

At this time, since for each piece of advertisement information the target generation, target region, target sex, target field, target occupation and the like are registered, a consumer as a target of advertisement providing, can be effectively selected, and hence effective publicizing by the advertisement information can be performed.

Thus, according to the specification, a consumer can be effectively selected as a target of an advertisement since, for each piece of advertisement information; the attributes of the target are registered. Since the attributes of the target are registered, the providing target must have been determined preliminarily by the advertisement provider.

The final Office Action asserts further at page 2 that:

As stated below the specification teaches the advertisement provider inputting advertisement information such as target generation, target region, target sex, etc. This however does not imply that the advertisement provider determines who the recipient is.

The claims, however, do not recite "recipient." U.S. Patent No. 6,449,657 to Stanbach, Jr. et al., upon which the rejections are based, uses the term "recipient." The claims, rather, recite, and the specification describes a providing target, i.e. the target to whom an advertisement will be provided. A consumer can be effectively selected as a target of an advertisement since, as discussed above, for each piece of advertisement information, the attributes of the target are registered.

Then, as described in the specification at page 13, lines 6, 7, and 8:

Then, the addressee attributes and the type of card are input in the addressee attribute input screen 56. Here the first preference trend input means is realized by the processing of step 33.

Thus, according to the specification, the addressee attributes and the type of card are input in the addressee attribute input screen 56 by the sending client.

Finally, as described in the specification at page 13, lines 9-12:

In step 34, the advertisement information table (FIG. 16) of the advertisement information DB 14c is retrieved based on the addressee attributes, and at least one piece of the advertisement information thought to be of interest to the addressee is selected.

Thus, according to the specification, at least one piece of advertisement information thought to be of interest to the addressee is selected by the sending client from the advertisement information retrieved based on the addressee attributes.

In any case, claims 1, 4, 6, 8, 9, 11, 13, 15, 17, 19, 20, 21, 22, and 23 have been amended to recite (using claim 1 as an example):

A providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

The plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

A plurality of advertisement information selected (is displayed) for a card sending client.

Said card sending client select(s) one piece of advertisement information from amongst the plurality of advertisement information.

Claims 1, 2, 4-9, 11-15, and 17-24 are thus submitted to comply with the written description requirement of 35 U.S.C. § 112, first paragraph. Withdrawal of the rejection is earnestly solicited.

35 U.S.C. § 112, second paragraph:

Claims 1, 2, 4-9, 11-15, and 17-23 were rejected under 35 U.S.C. § 112, second paragraph, as indefinite. Claims 1, 4, 6, 8, 9, 11, 13, 15, 17, 19, 20, 21, 22, and 23 have been amended to make them more definite.

A providing target is a target to whom an advertisement will be provided, as discussed above. A consumer can be effectively selected as a target of an advertisement since, for each piece of advertisement information; the attributes of the target are registered, as also discussed above. Then, since the addressee attributes and the type of card are input in the addressee attribute input screen 56 by the sending client, at least one piece of advertisement information thought to be of interest to the addressee is selected by the sending client from the advertisement information retrieved based on the addressee attributes.

Neither claim 1 nor claim 21 recite, "said sending client," although they both do recite, "said card sending client." The antecedent bases of "said card sending client" in claims 1 and 21 appear to be correct. If a telephone conference would resolve this issue, the Examiner is encouraged to call the undersigned representative of the Applicants.

Claims 1, 2, 4-9, 11-15, and 17-23 are thus submitted to be definite within the meaning of 35 U.S.C. § 112, second paragraph. Withdrawal of the rejection is earnestly solicited.

**Claim Rejections - 35 U.S.C. § 103:**

Claims 1, 2, 4, 6-9, 11, 13, 14, 15, 17, and 19-23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Sugimoto et al. JP 11-242714 (hereinafter "Sugimoto") in view of Stanbach, Jr. et al. (hereinafter "Stanbach"). The rejection is traversed to the extent it might apply to the claims as amended. Reconsideration is earnestly solicited.

In the claimed invention, the utilization frequency of the card sending service by a card sending client is measured, and the additional information, i.e. a discount coupon or ticket to be added to the card, may be changed based on the measured utilization frequency of the card sending service. Thus, according to the claimed invention, if a discount coupon for a product or service is issued as the additional information, the discount rate of the coupon could be increased depending upon the utilization frequency of the card sending service. This also makes it possible to increase the utilization frequency of the card sending service, because the users will utilize the card sending service more frequently in order to increase the discount rates of their coupons.

The final clause of claim 1, in particular, recites:

Changing additional information to be added to said card, based on the utilization

frequency counted by said utilization frequency counting means.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting means," as recited in claim 1. Sugimoto, in particular, mentions neither "frequency" nor "utilization" at all, contrary to the assertion in the final Office Action.

In addition, in the claimed invention, the card sending client makes a final selection of advertisement information from among the plurality of advertisement information that is appropriate for the providing target assumed by the advertisement provider i.e., the selection of the advertising information is made through two processes. Thus, according to the claimed invention, the advertisement information can be selected according to both the standards of a providing target to which the advertisement provider hopes to provide the advertisement information, and the preferences of the addressee as understood by the card sending client who knows the individual addressee very well. Consequently, according to the claimed invention, advertisement information of which the publicizing effect is extremely significant can be provided or offered to the addressee out of a great quantity of advertisement information.

The seventh clause of claim 1, in particular, recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information," as recited in claim 1. No *providing* target is mentioned in either Sugimoto or Stanbach at all.

The eighth clause of claim 1 recites:

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection," as recited in claim 1.

The tenth clause of claim 1 recites:

Selecting a plurality of advertisement information suitable for the preference trends of the addressee.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "selecting a plurality of advertisement information suitable for the preference trends of the addressee," as recited in

claim 1. Sugimoto, rather, pays no attention to what the preference trends of the addressee might be at all, let alone selects advertising information based upon them. In particular, as Sugimoto describes the Problem to be Solved:

To enable a new type of advertisement, which is called solicited and, by sending a receiver an electronic greeting card and automatically inputting both a sender and the receiver to lottery about a free gift selected by the sender.

Thus, in Sugimoto a free gift is selected by the *sender*, not “selecting advertisement information suitable for the preference trends of the addressee,” as recited in claim 1. There may be no correlation at all between what the sender thinks the addressee might like and the actual preferences of the addressee.

Furthermore, as Sugimoto describes the Solution:

Since a sender generates an electronic greeting card, sends it and selects a free gift that can be acquired by the sender and his receiver as a team, one among plural 'courses' corresponding to each advertisement company can be picked up (S302).

Thus, in Sugimoto, the *sender* selects the free gift, not “selecting advertisement information suitable for the preference trends of the addressee,” as recited in claim 1. There may be no correlation at all between what the sender thinks the providing target might like and the actual preferences of the providing target.

Furthermore, as Sugimoto also describes in the Solution:

The sender selects a free gift (S304).

Thus, in Sugimoto, the *sender* selects the free gift, not “selecting advertisement information suitable for the preference trends of the addressee,” as recited in claim 1. There may be no correlation at all between what the sender thinks the addressee might like and the actual preferences of the providing target.

Furthermore, as Sugimoto also describes in the Solution:

The free gift can or can not be acquired by the sender and the receiver as the team.

Thus, in Sugimoto, since the free gift might be acquired by both the sender and the receiver, as the team, the sender's personal gift preferences will surely take precedence over whatever the sender might think the receiver might like with respect to the nature of the gift. This is to be contrasted with claim 1, which recites, “selecting advertisement information suitable for the preference trends of the addressee.”

Finally, as Sugimoto also describes in the Solution:

The sender is requested to fill out a questionnaire before sending a 1st greeting card of a specific course in the process of generating an electronic greeting card (S306).

Since, in Sugimoto, the sender is filling out the questionnaire, Sugimoto is not, "selecting advertisement information suitable for the preference trends of the addressee," as recited in claim 1.

Stanbach, for its part, relies on the *demographic* groups to which a person belongs, i.e. their zip code, state, city, income, age, or sex (as shown in Table 1, at column 12, line 32) to target advertisements associated with emails, not preference trends. Knowledge of a person's demographics, such as their age or sex, is not equivalent to knowledge of their preference trends. A person may, for example, belong to several different, overlapping demographics, the members of each of which having unique preference trends.

Stanbach, furthermore, selects a set of advertisements matching the *demographic* profile of the intended recipient. In particular, as described at column 9, lines 62-66:

A demographic profile of the intended recipient is generated (or selected, as the information already exists). Next, a set of advertisements matching the demographic profile of the intended recipient is selected from a table of advertisements.

Since Stanbach is selecting advertisements based on the demographic profile of the intended recipient, Stanbach is not, "selecting advertisement information suitable for the preference trends of the addressee," as recited in claim 1.

Stanbach, furthermore, queries *demographic* information pertaining to the intended recipient 720 to select the demographic profile snapshot best matching the intended recipient 720 when selecting an advertisement. In particular, as described at column 12, lines 43-50:

When selecting an advertisement, demographic information pertaining to the intended recipient 720 is queried to select the demographic profile snapshot best matching the intended recipient 720. If, for example, the intended recipient 720 matches a "west coast yuppie" profile, then the `daily_ads_west_coast_yuppie` snapshot can be queried for advertisements directed towards the intended recipient's more specific demographic profile.

Since, in Stanbach, demographic information pertaining to the intended recipient 720 is queried to select the demographic profile snapshot best matching the intended recipient 720 when selecting an advertisement, Stanbach is not, "selecting advertisement information suitable for the preference trends of the addressee," as recited in claim 1.

Furthermore, in Stanbach, advertisements are selected to match demographics such as a target age range of 22 through 30, or a target income of greater than \$50,000, not preference trends. In particular, as described at column 12, lines 51-55:

For example, perhaps only female west coast yuppies are the target audience, the target age range is 22 through 30, and the target income is greater than \$50,000. The daily\_ads\_west\_coast\_yuppie snapshot is then queried for advertisements matching the target criteria.

Since, in Stanbach, advertisements are selected to match demographics such as a target age or a target income, Stanbach is not, "selecting advertisement information suitable for the preference trends of the addressee," as recited in claim 1.

The eleventh clause of claim 1 recites:

Making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means," as recited in claim 1. Claim 1 is submitted to be allowable. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Withdrawal of the rejection of claim 1 is earnestly solicited.

Claims 2, 4, 6, and 7 depend from claim 1 and add further distinguishing elements. Claims 2, 4, 6, and 7 are thus also submitted to be allowable. Withdrawal of the rejection of claims 2, 4, 6, and 7 is also earnestly solicited.

Claims 8:

The seventh clause of claim 8 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information," as discussed above with respect to the rejection of claim 1.

The eighth clause of claim 8 recites:

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection," as discussed above with respect to the rejection of claim 1.

The tenth clause of claim 8 recites:

Selecting a plurality of advertisement information suitable for the preference trends of the addressee.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "selecting a plurality of advertisement information suitable for the preference trends of the addressee," as discussed above with respect to the rejection of claim 1.

The eleventh clause of claim 8 recites:

Making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means," as discussed above with respect to the rejection of claim 1.

The final clause of claim 8 recites:

Changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting means.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency



counting means,” as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 8 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 8 is earnestly solicited.

Claims 9 and 11-14:

The twelfth clause of claim 9 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information,” as discussed above with respect to the rejection of claim 1.

The thirteenth clause of claim 9 recites:

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection,” as discussed above with respect to the rejection of claim 1.

The fourteenth clause of claim 9 recites:

Wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information,” as discussed above with respect to the rejection of claim 1.

The final clause of claim 9 recites:

Changing additional information to be added to said card, based on a utilization

frequency of the card sending service by said card sending client.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client," as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 9 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 9 is earnestly solicited.

Claims 11, 13, and 14 depend from claim 9 and add further distinguishing elements. Claims 11, 13, and 14 are thus also submitted to be allowable. Withdrawal of the rejection of claims 11, 13, and 14 is also earnestly solicited.

Claims 15 and 17-20:

The tenth clause of claim 15 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information," as discussed above with respect to the rejection of claim 1.

The eleventh clause of claim 15 recites,

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection," as discussed above with respect to the rejection of claim 1.

The twelfth clause of claim 15 recites:

Wherein said first inputting, said first selecting and said adding select a plurality of advertisement information suitable for the input preference trends of the addressee, display a plurality of advertisement information selected for said card sending client, and make said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein said first inputting, said first selecting and said adding select a plurality of advertisement information suitable for the input

preference trends of the addressee, display a plurality of advertisement information selected for said card sending client, and make said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information," as discussed above with respect to the rejection of claim 1.

The final clause of claim 15 recites:

Changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client," as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 15 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 15 is earnestly solicited.

Claims 17, 19, and 20 depend from claim 15 and add further distinguishing elements. Claims 17, 19, and 20 are thus also submitted to be allowable. Withdrawal of the rejection of claims 17, 19, and 20 is also earnestly solicited.

Claim 21:

The seventh clause of claim 21 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information," as discussed above with respect to the rejection of claim 1.

The eighth clause of claim 21 recites:

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection," as discussed above with respect to the rejection of claim 1.

The tenth clause of claim 21 recites:

Selecting a plurality of advertisement information suitable for the preference trends of the addressee input by said first preference trend input unit.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "selecting a plurality of advertisement information suitable for the preference trends of the addressee input by said first preference trend input unit," as discussed above with respect to the rejection of claim 1.

The eleventh clause of claim 21 recites:

Making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display unit.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display unit," as discussed above with respect to the rejection of claim 1.

The final clause of claim 21 recites:

Changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting unit.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting unit," as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 21 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 21 is earnestly solicited.

Claim 22:

The tenth clause of claim 22 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information," as discussed above with respect to the rejection of claim 1.

The eleventh clause of claim 22 recites:

Wherein the plurality of advertisement information is selected so as to be suitable

for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection," as discussed above with respect to the rejection of claim 1.

The twelfth clause of claim 22 recites:

Wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information," as discussed above with respect to the rejection of claim 1.

The final clause of claim 22 recites:

Changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client," as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 22 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 22 is earnestly solicited.

Claim 23:

The tenth clause of claim 23 recites:

Wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon selection of the advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "wherein a providing target of the advertisement information has been preliminarily determined by the advertisement provider upon

selection of the advertisement information,” as discussed above with respect to the rejection of claim 1.

The eleventh clause of claim 23 recites:

Wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the providing target for the selection,” as discussed above with respect to the rejection of claim 1.

The twelfth clause of claim 23 recites:

Select a plurality of advertisement information suitable for the input preference trends of the addressee, display a plurality of advertisement information selected for said card sending client, and make said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “select a plurality of advertisement information suitable for the input preference trends of the addressee, display a plurality of advertisement information selected for said card sending client, and make said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information,” as discussed above with respect to the rejection of claim 1.

The final clause of claim 23 recites:

Changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, “changing a additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client,” as discussed above with respect to the rejection of claim 1. Thus, even if Sugimoto and Stanbach were combined, as proposed in the final Office Action, the claimed invention would not result. Claim 23 is submitted to be allowable, for at least those reasons discussed above with respect to the rejection of claim 1. Withdrawal of the rejection of claim 23 is earnestly solicited.

**New Claim 25:**

The second clause of claim 25 recites:

Preliminarily determining preference trends of a providing target of the advertisement by an advertisement provider.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "preliminarily determining preference trends of a providing target of the advertisement by an advertisement provider," as discussed above with respect to the rejection of claim 1.

The fourth clause of claim 25 recites:

Selecting by the advertisement provider a plurality of advertisement information with a providing target whose preference trends would be suitable for the preference trends of the addressee.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "selecting by the advertisement provider a plurality of advertisement information with a providing target whose preference trends would be suitable for the preference trends of the addressee," as discussed above with respect to the rejection of claim 1.

The sixth clause of claim 25 recites:

Selecting by said card sending client at least one piece of advertisement information from amongst the plurality of advertisement information.

Neither Sugimoto nor Stanbach teach, disclose, or suggest, "selecting by said card sending client at least one piece of advertisement information from amongst the plurality of advertisement information," as discussed above with respect to the rejection of claim 1. Claim 25 is thus believed to be allowable as well, for at least those reasons discussed above with respect to the rejection of claim 1.

**Conclusion:**

Accordingly, in view of the reasons given above, it is submitted that all of claims 1, 2, 4, 6-9, 11, 13, 14, 15, 17, 19-23, and 25 are allowable over the cited references. If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Serial No. 09/741,907

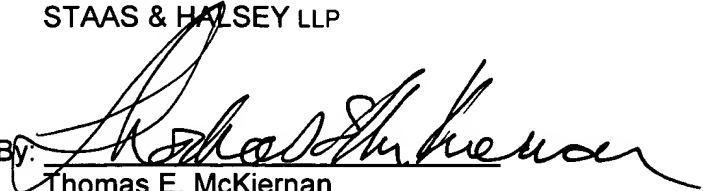
If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: 270806

By:

  
Thomas E. McKiernan  
Registration No. 37,889

1201 New York Ave, N.W., 7th Floor  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501